

Consumption Demand Statistics and Accordingly---made Marketing

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In general, a gradual increase³ of consumers' income will lead to justified improvement in consumption structure. Accordingly to flexibilities theory of demand income in Angel Law, the lower the income level is, the greater percentage of daily necessities consumption takes up the higher the income level, the greater percentage of non-necessities takes up the whole society's consumption. Therefore, the justified improvement in consumption structure keeps the three factors in the best ratio relationship-----First to satisfy consumers' most fundamental demand physiologically, to decrease gradually the percentage of means of production and to raise the percentage of means of enjoyment and development⁶. Accordingly-made Marketing is a form of marketing which takes into consideration personal demand of an individual consumer, turns out products accordingly and thus satisfies consumers' demands to the greatest extent.

1. Accordingly-made marketing provides opportunity to individual consumption demand. Designed for each consumer, it can make use of the smallest-scale market opportunity to broadenspaceforenterprises' developmenttogreatextent. InthesystemofAccordingly-made marketing, consumers, self-centered, can make any choice besides price in purchase, and even make any suggestion to producers to purchase whatever they want according to their own actual needs.
2. Inthesystemofaccordingly-made marketing, a sound network of information and marketing is set up and reliable statistical information is available to consumers, which are what really matter for producers in fierce competition. Compared with traditional batch process, accordingly-made marketing focuses on individual production for consumers. In order to attain this goal, produces must build up assembly line, module design and production which aresuitableforindividualproduction,sothatproducersarelikelytoofferhigh-qualityproducts to consumers and meet various and individual demands of consumers.

References:

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